



The EdukCircle

International Center for Communication Studies

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20th EdukCircle International Convention on Business

An Online Event, April 10, 2021

PROGRAM

- 08:30 - 9:00am Opening
- 09:00 - 09:30am **Positioning: The Art and Science of Differentiating Your Product in the COVID-19 Era**
Mr. Ronald Castro Sanchez
Adjunct Instructor
New York University (USA)
- 09:30 - 09:45am Panel Interaction
Dr. Eliza T. Satulan
Dean, College of Management
Dr. Carlos S. Lanting College
Prof. Shirley I. Mendoza, AMEd, DBE, Ph.D.
Dean, School of Business Hospitality and Tourism Management
Divine Word College of Calapan
Ms. Maria Cristina G. Morfi
Head, Research and Development
Colegio ng Lungsod ng Batangas
- 10:00 - 10:30am **The Death of Cash, the Growth of Debt? How Shifts in Financial Technology Affect Our Spending (and Why it Isn't all Bad!)**
Dr. Avni Shah
Assistant Professor
University of Toronto (Canada)
- 10:30 - 10:45am Panel Interaction
Prof. Ma. Socorro V. Bartolome, CPA, MBA
Dean, Institute of Business and Accountancy
Baliwag Polytechnic College
Mr. Sebastian A. Coronacion
Head, Business Administration Department
Manuel S. Enverga University Foundation Catanauan Campus
Mr. John Eric O. Estrellado, MBA
College Secretary, College of Business
Rizal Technological University

- 11:00 - 11:30am **Doing Business in Emerging Markets**
Dr. Amitava Chattopadhyay
Chair, Marketing Area
INSEAD (Singapore)
- 11:30 - 11:45am Panel Interaction
Dr. Josephine D. Reyes
Deputy Director for Administration, Planning
And Quality Assurance
Pangasinan State University- Open University System
Mr. Edilberto S. Flores Jr.
Faculty, College of Business Administration
Former Director of Office of International Affairs
Bulacan State University
Ms. Elham P. Kashef Saberi- Cuaresma
Dean, College of Business Management and Accountancy
Trace College
- 12:00nn Lunch Break
- 01:00 - 01:30pm **The Secret of Expert Entrepreneurs**
Dr. Emi Makino
Associate Professor
Hiroshima University (Japan)
- 01:30 - 01:45pm Panel Interaction
Dr. Albert C. Roces
Faculty, College of Business Administration
Manuel S. Enverga University Foundation- Lucena Campus
Ms. Michelle I. Divino
Program Chair, Business Administration
Bulacan State University- Meneses Campus
Dr. Don M. Magpantay
Dean, College of Accountancy and Management
Manila Tytana Colleges
- 02:00 - 02:30pm **Generating Customer Insights and Managing Brand Crisis Using Unstructured Data**
Dr. Abhishek Borah
Assistant Professor
INSEAD (France)
- 02:30 - 02:45am Panel Interaction
Dr. Lobien S. Soriano
Chair, Business Administration Department
Pangasinan State University- Asingan Campus
Dr. Joy M. Reyes
Campus Director
Batangas State University- San Juan Campus
Mr. Harmon D. Miranda, MBA
College Instructor
Mary the Queen College of Pampanga

- 03:00 - 03:30pm **Insights: Innovation and Entrepreneurship**
Dr. Shumi Akhtar
Associate Professor
The University of Sydney (Australia)
- 03:30 - 03:45pm Panel Interaction
Dr. Rommel Joseph G. Lazatin
Program Head, BSBA Program
Our Lady of Fatima University Pampanga
Dr. Marie Claire B. Briones
Executive Director
Pangasinan State University- Open University System
Ms. Jiddeh N. Selda
Program Chair, BSBA Department
University of Santo Tomas- Legazpi
- 04:00 - 04:15pm **Evaluation on the Effectiveness of Training and Development Program:
Case of Security Agency of a Selected Shopping Center**
Ms. Maria M. Satoya
Associate Professor, Business Administration Department
College of Sciences Technology and Communications
- 04:15 - 04:30pm **An Integrated Model to Explain How Intellectual Capital Affects Earnings
Quality: Some Evidence from Asian Emerging Economies**
Eugene B. Mutuc, Ph.D.
Bulacan State University
- 04:30 - 04:45pm **A Cointegration and Causality Analysis of Energy Consumption
Determinants of the Philippines Using the Augmented STIRPAT
Approach: Basis for the Development of Economic and Business
Management Policies**
Prof. Neil Patrick John M. Martin
Faculty Member, College of Accountancy and Management
Manila Tytana Colleges
Dr. Don M. Magpantay
Dean, College of Accountancy and Management
Manila Tytana Colleges
- 04:45 - 05:00pm **Socio-Economic Potential of Pictol, San Juan, Batangas:
Inputs for Relevant Community Extension Projects of
Batangas State University, San Juan Campus**
Dr. Joy M. Reyes
Campus Director
Dr. Jhimson V. Cabral
Guest Lecturer V
Mr. Alexander J. Corachea, MPA
Instructor III
Batangas State University- San Juan Campus
- 05:00pm End of Session